

PRE-SORTED
STANDARD
U.S. POSTAGE
PAID
SUNNYVALE, CA
PERMIT NO. 112

Sunnyvale
City of Sunnyvale
Main Numbers

City Manager's Office
408-730-7480
**Community Development/
One Stop Permit Center**
408-730-7444
**NOVA/Employment
Development**
408-730-7232
Finance Department
408-730-7380
Human Resources
408-730-7490
Information Technology
408-730-7540
Library
408-730-7300
Parks & Recreation
408-730-7517
Public Safety
408-730-7100
Public Works
408-730-7415
Utilities
408-730-7681

Help Build the Library of the Future

A library means different things to different people. What do you think your library should provide for the community? What services, collections, and spaces would you like to see in your library? You are invited to share your thoughts and ideas at this special meeting, hosted by the Sunnyvale Public Library. The only way to ensure the "Library of the Future" is relevant to you is to let us know what you want. This is a time to stretch the imagination and dream for the future. If you cannot attend, library staff invites you to send your comments by e-mail to futurelib@ci.sunnyvale.ca.us.

When: Wednesday, July 20, 6:30 p.m.
Where: Program Room
Sunnyvale Public Library
665 W. Olive Ave.



BUSINESS PAGE

Sunnyvale
City of Sunnyvale
P.O. Box 3707
Sunnyvale CA 94088-3707

The Economic
Development
Newsletter
for Sunnyvale
Businesses
Summer 2005



Support your local
Sunnyvale businesses!

Sunnyvale
BUSINESS PAGE

The Economic
Development
Newsletter
for Sunnyvale
Businesses

Summer 2005

Town Center Mall Update: Watch for Activity

Town Center Mall is out of bankruptcy and in the hands of a new owner/developer. On April 5, 2005, ownership was transferred to Stanley Thomas, principal equity investor in Forum Development Group of Smyrna, Ga. Construction activity could begin as early as this month.

Forum Development Group was the original developer approved by the Redevelopment Agency on April 22, 2004. The Agency subsequently entered into a development agreement with Forum, under the legal name of Fourth Quarter Properties XLVIII, LLC. The plan proposed by the developer and approved by the City Council demolishes the old, enclosed mall and replaces it with an open-air retail, office and residential project on the historic street grid of Downtown Sunnyvale. The project calls for one million square feet of retail development, including the existing Macy's and Target stores and a multi-screen cinema; 275,000 square feet of office space and 292 for-sale residential units will be constructed above the ground-floor retail users.

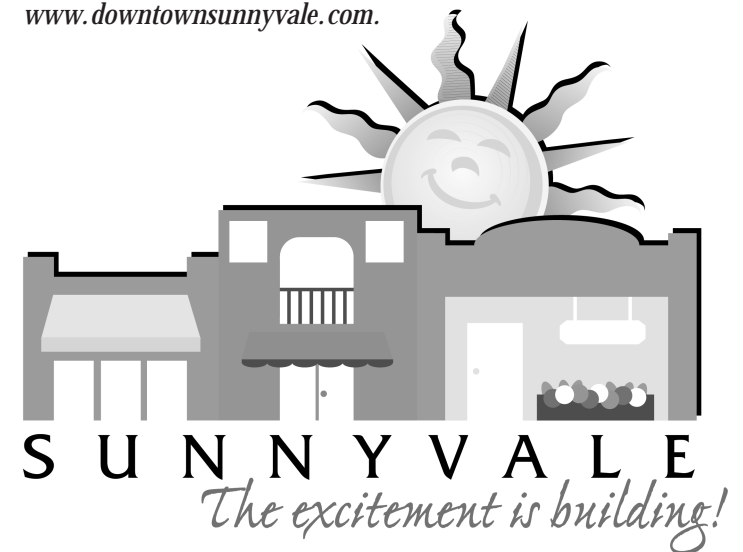
Unfortunately, the developer faced a number of obstacles that delayed the project, most significant of which was the inability to obtain appropriate financing. In a last-ditch effort to keep the project from going to another developer, Stanley Thomas stepped up with the equity capital necessary to implement the plan.

Jane Vaughan of Palo Alto-based Menlo Equities is the local manager for the project. She proposes to begin demolition this month of the Mathilda parking deck and the mall structure between Macy's and Target. Demolition should be complete by November, and construction of the new project could begin as early as March 2006.

On June 21, 2005, the Redevelopment Agency approved a construction mitigation program submitted by the developer for the demolition phase of the project. The program will ensure that adequate parking is available during demolition for customers of Macy's, Target, and the businesses north of Washington Avenue, all of which will be open for business throughout demolition and construction. The program will also control noise, dust, and truck routes, and establish a smooth communication system between the developer/contractor and Downtown businesses and residents.

Demolition is scheduled to be completed by Thanksgiving. Construction of new shops and residences could begin early in 2006. A separate construction mitigation program for this final phase of construction must be approved by the Redevelopment Agency before construction can begin. In accordance with its agreement with the Agency, the developer plans to open most of the retail portion of the project by fall 2007.

For more information, see
www.downtownsunnyvale.com.



Sunnyvale Supports Business: An Ongoing Campaign

While you probably know the City of Sunnyvale is nationally recognized for its superior Public Safety, Public Works and other City services, you may not be aware of how these high standards are maintained year after year. To raise the level of awareness, the City's Economic Development Division operates a broad-based campaign that focuses on strengthening Sunnyvale by supporting its businesses.

The revenue generated by Sunnyvale's 9,600 retailers, hotels and other businesses accounts for more than half of the annual funds necessary to support the City's services. For these services to thrive, Sunnyvale businesses must also thrive, and that can only happen if local merchants are patronized. The "Sunnyvale Support Business" campaign was created in an effort to remind City employees, residents, and businesses alike that the money they spend at Sunnyvale establishments has a direct, positive impact on the community's continued vitality.

Ads carrying the "Sunnyvale Supports Business" theme ran in the San Jose Mercury News local

guide and feature City employees as representatives for different services. Similar ads also appeared in utility bill inserts and City of Sunnyvale payroll inserts. The Economic Development staff has developed an online shopping center business directory that provides listings of all businesses located in Sunnyvale shopping centers. You can visit this at www.ishopsunnyvale.com. Printed shopping center brochures are also available at the Sunnyvale Library, Community Center and City Hall lobby.

This ambitious awareness campaign has garnered tremendous support from Sunnyvale officials and business owners. The City is confident that its global approach will not only boost support of Sunnyvale commerce, but foster civic pride as well.

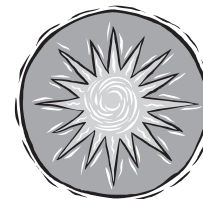
If you need additional information on our "Sunnyvale Supports Business" campaign, or have any questions regarding your business, please contact the Economic Development Division at 408-730-7607 or e-mail econdev@ci.sunnyvale.ca.us.

Online Service Helps Locate Available Commercial Properties

Sunnyvale's Economic Development Division is providing a online service that will assist companies to identify available commercial properties in the City. Through a contract with Loopnet, Inc., companies searching for retail, industrial, office and other commercial properties can access information directly from the City of Sunnyvale website (www.sunnyvale.ca.gov) or from the Economic Development website (www.sunnyvale-econdev.com). Loopnet is an online real estate marketing service, similar to the residential multiple listing service, that enables commercial real estate firms to showcase their available properties on the Internet.

Existing and potential businesses can access the site from the City of Sunnyvale website. Once you click on "Properties – Available Commercial," you will be immediately connected to the property listings. The information can be sorted by properties for sale or lease, by type of property (industrial, retail, etc.), by square footage and/or by price.

If you have any questions about this service, contact Economic Development at 408-730-7607 or e-mail econdev@ci.sunnyvale.ca.us.



Taking the Green Business Challenge

The Santa Clara County Green Business Program seeks to recognize and promote businesses that choose to operate in a more environmentally responsible way. To be certified "green," participants must be in compliance with all environmental regulations and meet program standards for conserving energy and water, preventing pollution and minimizing waste. Santa Clara County staff will assist interested businesses in meeting those standards to become certified Green Businesses.

In April, All Laser Service became the first Sunnyvale business to become certified as a Green Business. Is your business ready to take the Green Business challenge? Visit greenbiz.sccgov.org or contact Gretchen Hefner, Santa Clara County Green Business Specialist, at 408-441-4329 if you would like more information about the Green Business Program.

Our city shines
...thanks to Sunnyvale businesses—and you!

Did you know every dollar you spend in Sunnyvale directly benefits city services? We drive on clean, well maintained and lighted streets and enjoy our City's many nationally-recognized services—all because of you and our community's valuable businesses. So let's keep making our community one of the best in the nation.

Support your local Sunnyvale businesses!

Our city rests easy...
...thanks to Sunnyvale businesses---and you!

Every time you dine out at a Sunnyvale restaurant, purchase a car at a Sunnyvale dealership, rent movies at a Sunnyvale video store or buy an item in Sunnyvale, you're helping the City provide our nationally recognized Public Safety services. Every dollar you spend in Sunnyvale directly benefits city services. We can all feel safe, drive on clean, well maintained and lighted streets, relax in our community's beautiful parks and enjoy many other services - all because of you and our community's valuable businesses.

The 9000 retailers, hotels, restaurants, corporations and home-based businesses located in our City contribute over 60% of total revenues to the Sunnyvale General Fund. So let's keep making our community one of the best in the nation.

Support your local Sunnyvale businesses! You can now access information for local shopping centers online at www.ishopsunnyvale.com.

For more information on the City of Sunnyvale's business service and support, contact the Economic/Community Development Department at 408-730-7607 or email econdev@ci.sunnyvale.ca.us

www.sunnyvale-econdev.com



Presented to you by
The Sunnyvale Downtown Association

6TH ANNUAL



Wednesdays, July 6 through August 31

SUNNYVALE SUMMER SERIES

Every Wednesday, through August 31st, we will be celebrating summertime in downtown Sunnyvale. Once again, enjoy wonderful music, flowers, arts & crafts, and the freshest fruits & vegetables.

Location: Murphy Avenue **Time:** 5:00 p.m. – 8:30 p.m.

When: Every Wednesday

MUSIC STARTS AT 6:00 P.M.

DATE:	BAND:
July 6th	Joe Sharino Band
July 13th	Groove Kings
July 20th	Silicon Valley House Rockers
July 27th	Flashback (featuring a Car Show)
August 3rd	Jesse Charles Band
August 10th	David Ladd's Downtown Allstars
August 17th	The Hitmen
August 24th	Sage (featuring a Car Show)
August 31st	Busta Groove

For information, call (408) 736-4971

We would like to thank our sponsors:

Sunnyvale Downtown Association
Sunnyvale Chamber of Commerce
City of Sunnyvale
Urban Village Farmers Market
Coldwell Banker – Northern California
Dean Markley Strings
Gordon Biersch Brewery